

Cert HE Skills for the Workplace
BMSW4006
Managing Enterprise in the 21st Century

Group Presentation
ALMA Care Home

Andrei Amzulescu- 2124638 – Team Leader

Anna Berova- 2128364

Lidia Rezmues- 2129389

Mihaela-Paula Mocioi- 2124641

Introduction

- As the statistics shows the number of aged people is increasing around the globe.
- This statistics are a clear indicator that opening an elder care business it is a good plan for earning good profits.
- An important condition for achieving success in the care home business idea is that you have to be caring and understand the requirement and the needs of the elders, to be trust-worthy, to deliver a good service and to be a good salesman.



Business description and History

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- The name of this business is Private Care Home and in this way provides services to elderly people.
 - In the year 1834, the government brought some new laws for providing relief to the elderly people and this way it changed the existing law.





Aim and Objectives



Mission and Vision

The vision of the private care home is to assist the customers or patients to maintain the quality and independence of living in their own homes. The private care home wants to deliver the perfectly possible service with a compassionate, caring and friendly approach.

- **The mission of private business care** is to recognise as a committed and passionate provider to offer the care determined by the individual requirements, in the homely accommodation.





Business structure

The our private care home's business structure will be on a partnership basis. There will be 4 partners or owners who will start this private care home in Bristol UK. The initial investments will be done by these 4 partners to start the business. All these partners in legal terms agreed to share in the losses or profits of a business. These 4 partners will equally share the responsibilities, benefits, costs and risks to run the firm.



Marketing analyses

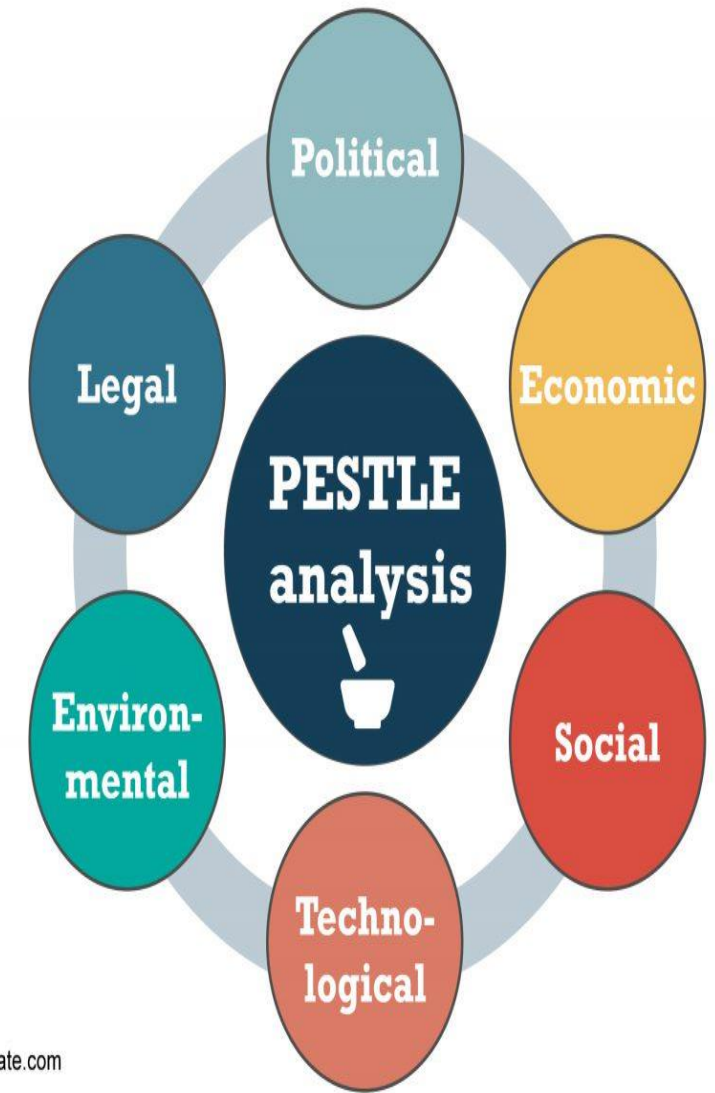
The marketing analysis mainly delivers insights into the potential customers and also the competition. The major market analysis components:

- industry analysis
- analysis of the target market
- competitive analysis

Private Care Home will also apply these 3 marketing trends to understand their competitive advantage and potentiality in the market.

PESTLE analysis:

- Political- the political part has a big influence on the Health care services, after Brexit the need of care services has increased, creating a high demand in workforce.
- Economical- determines the easy access of investors and the workforce for this area.
- Social- the number of elderly persons has increased and they showed more interest for Private Care Homes, which are more home-like, than the Nursing Homes.
- Technological – technology can be use in managing the staff, improvement of the skills and knowledge, providing care services.
- Legal – GDPR, providing health and safety for the clients and the employees.
- Environmental – the business has an impact on the environment through waste and carbon footprints and it must maintain the level of pollution as low as possible .



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Operations:

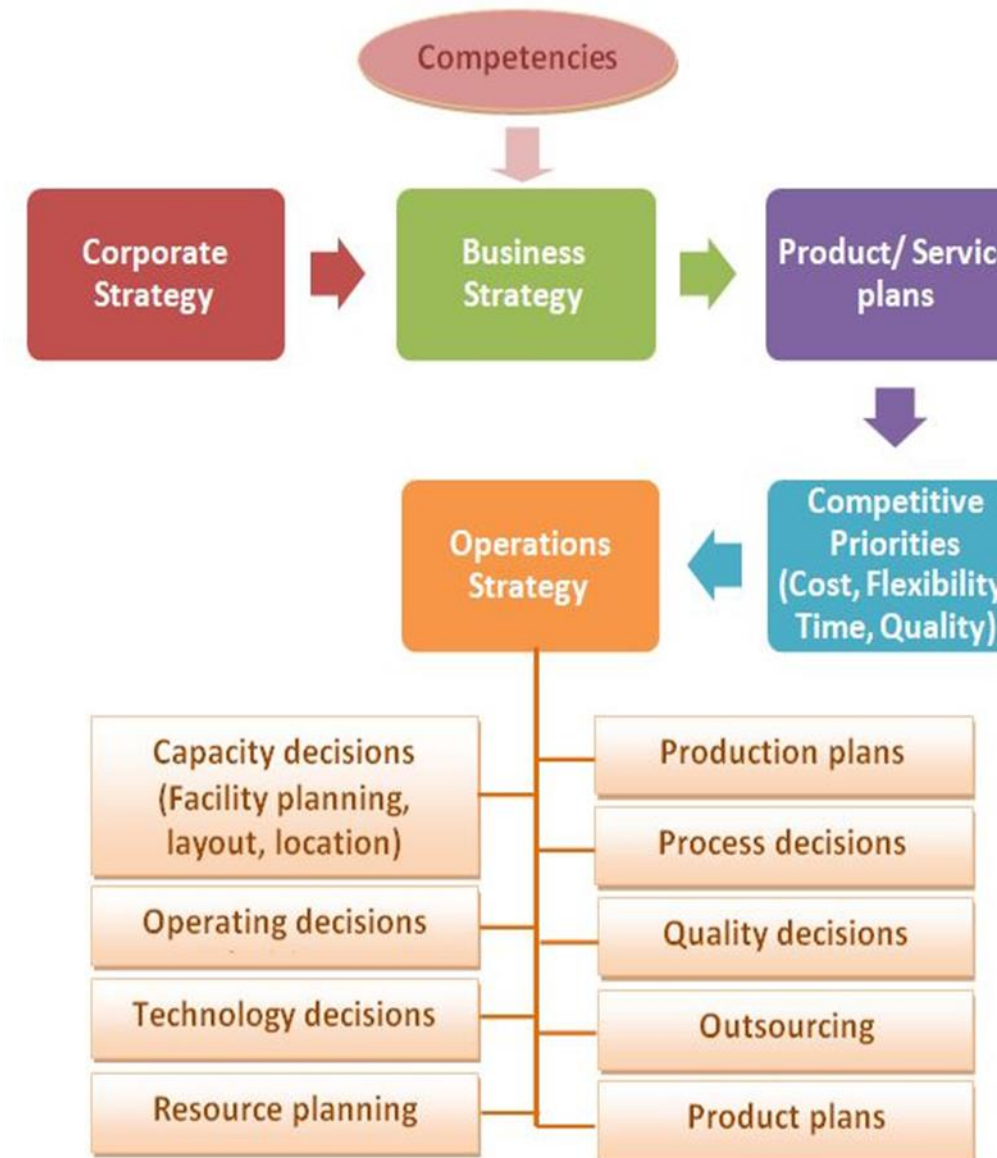
- The aim is to provide the old people with the wright services for their needs giving them social life, supporting with daily activities and well-being through medical care.

Technology Plan:

- A Care Homes can only benefit from the modern technologies in providing care for their clients with gadgets and devices
- It can be used in dementia, sleep, fall monitoring providing the necessary data for a good care system.

Mihaela-Paula Mocioi

Operations Strategy Development



Management and Organisation :

- A need for the care sector is to hire staff that has experience in the field.
- In a Care Home there must have the following employees:
 - ❖ Care home manager
 - ❖ Senior care assistants
 - ❖ Care workers
 - ❖ Catering staff
 - ❖ Receptionists



What is social responsibility and how it helps in business settings ?

In business social responsibility can be related to people and organizations behaving and conducting in the same equal manner with sensitivity and ethically towards economic, cultural, social ,legal and environmental matter.

It is very important for a business or a corporation to have legal requirements in place , in this way it is ensured its effectiveness, other way it will lead the organization to not be open in time.

Going further with the ethical responsibility, all the staff must have good communication, good attitude and to be aware of person-centered care by keeping the all members of staff up-to-date.

Andrei Amzulescu

Corporate Social Responsibility and Sustainability



Development Milestone and Exit Plan

For a private care home to develop a milestone it will be needing about 1 year as a time frame.

By making an exit plan the business it will be safe in the way it is acting on people's minds.

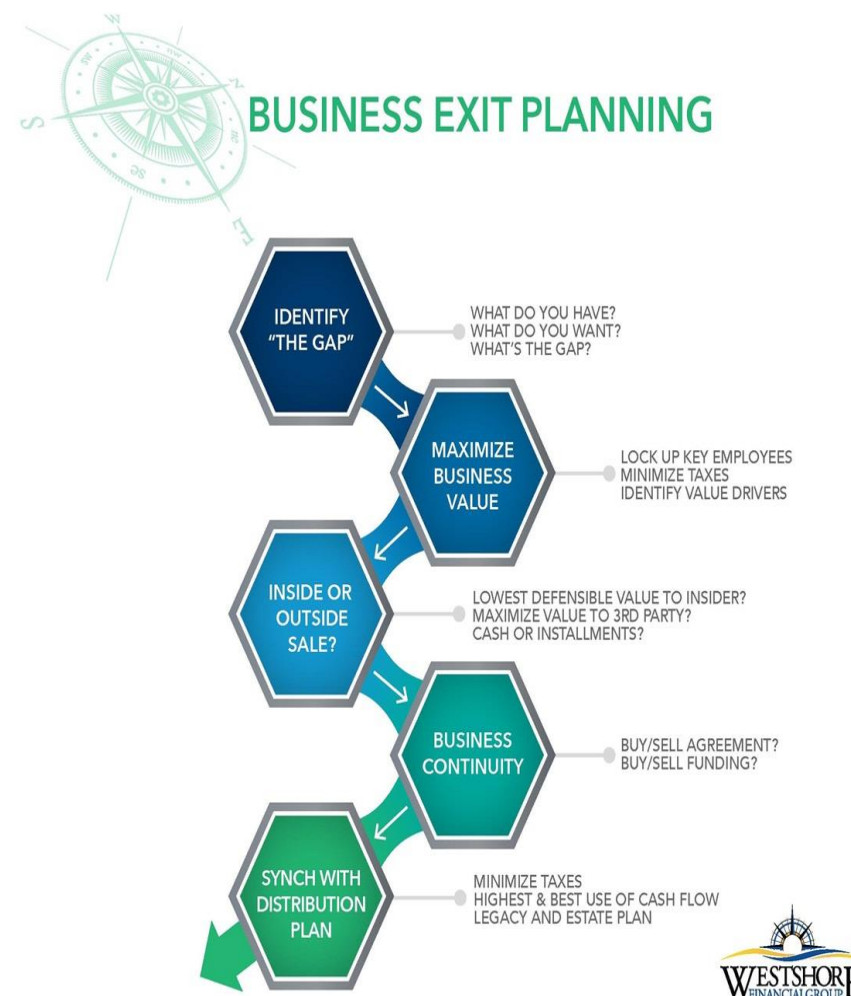
The aim of a succession plan is to make sure a company has the right leaders. In this way it can be identified critical positions and highlighting potential vacancies; there can be selected skills and key competencies which are important for the future of the business.

The financial data means business continuity. It shows its opportunity, financial terms, profit and loss account, amount of assets, liabilities.

After an inspection is made on these financial terms, it can be show to shareholders and investors, what is the financial situation of the organization. This report is divided in four categories:

- a)Balance sheet
- b)Profit and lost account
- c)Cash flow statement
- d)Statement of equity

Andrei Amzulescu



Target market

This new private care home in the UK will focus on targeting patients in the UK who are above 60 years old and require special care. Elderly people who are alone and require special care are the prime target of this private care home. People with different diseases including dementia will also be the major target audience for this new private care home.

Competitive analysis

Running a care home in the UK may be a highly lucrative business. Even in smaller care homes, when a registered manager may make 35-40% profit from the fees.

In this business plan of a new private care home, they are offering elderly patients both nursing and personal home care in the UK. This includes care to offer medicines, from beds to effective nursing. It will help new private care homes attract new patients toward their care homes.

Lidia Rezmaves



SWOT analysis

- **Strength**

- **Technology in services:**
- **High-skilled clinical staff:**
- **Cost advantages:**
- **Emergency response system:**

Weaknesses

Low focus on open events
Marketing deficiencies
Management of staff
Limited focus on the expansion of the organisation

Opportunities

Local charities involvements
Patient participation projects
Raising demand for care services
New markets

Threats

High competition
Confidentiality of patients
Economic slowdown

Conclusion

- The business plan report concludes that a new private care home will start its business in Bristol UK and is going to appoint 20 members in the first place. This report also concludes that this new home care will offer 24*7 services and both nursing home and personal care home support for their elderly patients.
- The report also concludes the vision of the company to assist patients or customers in maintaining quality and independence of living in their own homes.
- Through PESTLE analysis, it is determined that the new private care home will use technology for recruitment, marketing and focusing on the health and safety and confidentiality of elderly people.
- The organisation will hire a care home manager, senior care assistant, care staff, catering staff, receptionists, and many more. From the financial plan, it is predicted that the new private care home will get a net profit after tax is 131000 GBP.

Lidia Rezmoves

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